

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL LETTER**

**Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n):

☒ Utility ☐ Design
☐ Original patent application,
☐ Continuation-in-part application
☐ Continuation application
☒ Divisional application

INVENTOR(S): John S. HENDRICKS, et al.

TITLE: METHOD AND APPARATUS FOR SWITCHING TARGETED ADVERTISEMENTS AT A SET TOP TERMINAL

Enclosed are:

☒ Specification [Total Pages 79] ☒ Drawing(s) (35 U.S.C. 113 [Total Sheets 69]
☒ Oath or Declaration & Power of Attorney [Total Sheets 2] ☒ Copy from a prior application

ACCOMPANYING APPLICATION PARTS

☐ Preliminary Amendment ☐ Assignment Papers (cover sheet & documents)
☒ Information Disclosure Statement & Form PTO-1449 ☐ Copies of IDS citations
☒ Return Receipt Postcard ☐ Priority Document(s) ☐ Other:

| CLAIMS AS FILED | | | | | | |
|---|--------------|------------------|-------|--------------|--------------|-------------|
| | Claims Filed | Basic Fee Claims | Extra | Rate | | Amount |
| | | | | Large Entity | Small Entity | |
| Total Claims | 35 | 20 | 15 | \$ 18.00 | \$ 9.00 | \$ 270.00 |
| Independent Claims | 4 | 3 | 1 | \$ 86.00 | \$ 43.00 | \$ 86.00 |
| First Presentation of Multiple Dependent Claims | | | | \$ 290.00 | \$ 145.00 | \$ 0.00 |
| BASIC FEE | | | | \$ 770.00 | \$ 385.00 | \$ 770.00 |
| TOTAL FILING FEE | | | | | | \$ 1,126.00 |
| OTHER FEES | | | | | | \$ 0.00 |
| TOTAL CHARGES ENCLOSED | | | | | | \$ 1,126.00 |

☐ Applicant claims small entity status See 37 CFR 1.27

17858 U.S. PTO
10/724123



Please charge \$ 1,126.00 to cover the filing fees to **Dep sit Acc unt No. 50-2849**. In the event any variance exists between the amount authorized to be charged, and the actual fees due in this filing, please charge or credit any such variance to **Deposit Account No. 50-2849**.

PRIOR APPLICATION INFORMATION

This is a request for filing a continuing application under 37 CFR 1.53(b) a

☐ Continuation application of: ☒ Divisional application of: ☐ Continuation-in-part of:

PENDING PRIOR APPLICATION

Application No.: **08/735,549** Filed: **October 23, 1996** Inventor(s): **John S. HENDRICKS, et al.**

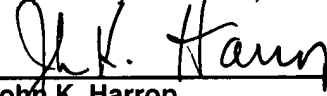
For CONTINUATION OF DIVISIONAL APPLICATIONS ONLY: The entire disclosure of the prior application, from which an oath or declaration is enclosed herewith, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference.

☐ Request for Non-Publication under 35 U.S.C. 122(b).

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing.

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Respectfully submitted,



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Reg. No. 41,817

Date: **December 1, 2003**

- Attach as First and Second Pages to Transmitted Papers -